

ENGAGING THE PRIVATE SECTOR IN FREIGHT PLANNING

By the end of training, participants should be able to:

- Understand the value freight stakeholders can add to their planning process
- Use tools/resources to identify freight stakeholders in their area
- Learn techniques for engaging freight stakeholders in their planning process

For more information, please contact :

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TECHNIQUES FOR IDENTIFYING AND WORKING WITH FREIGHT STAKEHOLDERS

Do you need help establishing or strengthening a relationship with the private sector?

A lack of understanding of BOTH private sector business needs and the public sector transportation planning process hinders the effective integration of freight into many statewide and regional plans and transportation investment decisions. Developing and sustaining relationships, either formally or informally, with key private sector stakeholders are critical to effective freight planning.

This 1-day workshop is designed for professionals addressing freight issues at metropolitan planning organizations, state departments of transportation, local governments, and economic development agencies.

Participants should be familiar with general freight terminology, modes, and trends before taking this workshop. The NHI course, Integrating Freight In the Transportation Planning Process #139001 or #139006, can provide the fundamentals needed to prepare for this workshop. Additional training opportunities can be found at FHWA's Office of Freight Management & Operations website: <http://ops.fhwa.dot.gov/freight/FPD/training.asp>.



ABOUT THE WORKSHOP:

WORKSHOP COVERS:

Date: Wed, February 20, 2007; 8 AM – 4 PM	Why engage the freight sector?
Location: ADOT, Human Resource Development Ctr 1130 N. 22 nd Ave, Phoenix, AZ 85009	Who to engage?
Cost: Free	How to engage and sustain involvement
Local Coordinator: Annie Parris, (602) 712-8461, AParris@azdot.gov	Lessons learned